

# Riverside Hamlet Center

Mixed-Use Planned  
Development District

*A VISION FOR THE FUTURE*

*Prepared for  
Town of Southampton*

Hutton Associates Inc.  
*in association with*  
L. K. McLean Associates PC

*FINAL DRAFT REPORT  
FEBRUARY 2008*

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## *INTRODUCTION*

*The Riverside Mixed-Use Development Strategy is one of a series of projects (including the recent Hampton Bays Hamlet Center Strategy, Water Mill Hamlet Center Strategy, and Noyac Hamlet Center Strategy) to implement through detailed studies the Town of Southampton Comprehensive Plan Update, approved by the Town Board in March 1999. This comprehensive planning process included extensive public participation in defining its policies and proposals.*

*The process for creating this Mixed-Use Development Strategy was an intensive participatory process, designed in conjunction with the Town, private landowner/ developers, and the local community:*

- meetings with a broad-based ad hoc advisory committee appointed by the Town Board;*
- individual and group interviews and conversations with key stakeholders and landowners;*
- a public forum, eliciting ideas for Riverside's long-term vision from the community at large;*
- a workshop/ charrette, open to the public, in which ideas from the Forum were detailed and an action strategy to implement the vision was defined;*
- detailed followup meetings with town officials, not-for-profit participants, property owners and private real estate interests;*
- public presentations to Town officials, the Town Board and the Planning Commission.*

*In response to this input, the consultant/ staff team—planners, urban designers, landscape architects, , transportation engineers and zoning/ regulatory specialists— has established a balanced development approach for the center area and criteria for how this development should occur.*

*This planning process took place in the context of a number of other recent or current projects:*

- the recent Flanders/ Riverside/ Northampton Hamlet Plan prepared by Ferrandino & Associates in 2003;*
- State DOT transportation refinements to the Route 24 right-of-way,*
- creation of new hamlet office (HO) and hamlet commercial (HC) zoning districts for the Town,*
- studies for the application of these and other commercial or special districts in the area around the traffic circle,*
- ongoing private development proposals, including the resort development project immediately adjacent to the site area.*

*The product of the work includes the following elements:*

- a long-term 'vision plan' and short-term strategy for a new hamlet center, focusing on the two privately-owned properties (the owners of which agreed to participate in the planning process);*
- an implementation framework, including a phasing strategy that suggests what actions, and by whom, will lead to desired responses.*



*In addition, the work defines a revised zoning and design framework for new development, including a new Planned Development District zoning approach to implement the proposed hamlet center mixed-use development.*

*The process for carrying out the work was built around a central event—a planning and design ‘charrette,’ or intensive three-day participatory workshop.*

*Building up to this workshop, a series of advisory committee meetings discussed existing conditions in terms of issues and opportunities. The two participating landowner/ developers played a key role in educating community members with respect both to their economic and phasing constraints, and to the market potential of the sites if developed in an integrated and creative way.*

*The charrette workshops themselves opened with a large open public Forum, attended by over eighty community members, civic organization representatives, and town staff and officials. Following an initial presentation orienting the audience to the site and challenge, those attending broke up into small groups to discuss their vision for the hamlet center area—if they left and returned after a ten-year absence, what would they like to see? Discussions were facilitated, recorded, and presented back to the group as a whole for discussion and comment.*

*Over the next two days, the consultant/ staff team of planners, urban designers and transportation engineers worked to translate the vision into an initial plan for the site area. Members of environmental organizations, community groups and local institutions attended these sessions, looking over the shoulders of the project team and participating in planning and design decisions.*

*The resulting plan and strategy was then presented back to the community in the third evening of the charrette. A lively discussion with the community gave further input into consideration of impacts and benefits to be further considered.*

*Over the next two months, a series of meetings with the landowner/ developer participants, town staff, boards and officials, and potential tenants or users of the center resulted in the refined proposals and report that you are now reading.*

*With official town approval of this document as a concept plan—part of the Town’s Comprehensive Plan Update-- zoning recommendations can be considered, further planning and design conducted, and development agreements negotiated, steps that will ensure that a new Riverside Hamlet Center will move rapidly from vision to reality.*

## EXECUTIVE SUMMARY

### 1 A new mixed-use hamlet center can serve Riverside as a centrally- focused magnet for convenience shopping, services and community facilities.

The hamlet of Riverside, compared to other hamlets in the Town of Southampton, has little presence in the larger community. One of the reasons for this is that Riverside, unlike most hamlets, has no central focus to provide identity and pride for local citizens.

As a historical tradition in Southampton, hamlet centers are an effective way to provide such identity and pride by providing mixed use activity in an attractive, medium density environment, served by transit and convenient to drivers and pedestrians alike.

As a commercial focus, a hamlet center can provide a local magnet for residents to purchase convenience goods, go to the post office, or grab a meal. As a community focus, a hamlet center can provide a venue for meeting spaces or recreation activity. As an institutional focus, hamlet centers can serve as a convenient location for educational or other facilities. And increasingly, with incentives from the Town, a hamlet center can become a focus for housing development, either above shops and stores, or on adjacent independent parcels closely tied to central activities. The process for planning this new center was initiated by the community itself, as an outgrowth of a policy plan

prepared for the overall hamlet in 2002-2003 under the direction of the Town Board, who then approved this followon study as a participatory study with community stakeholders.

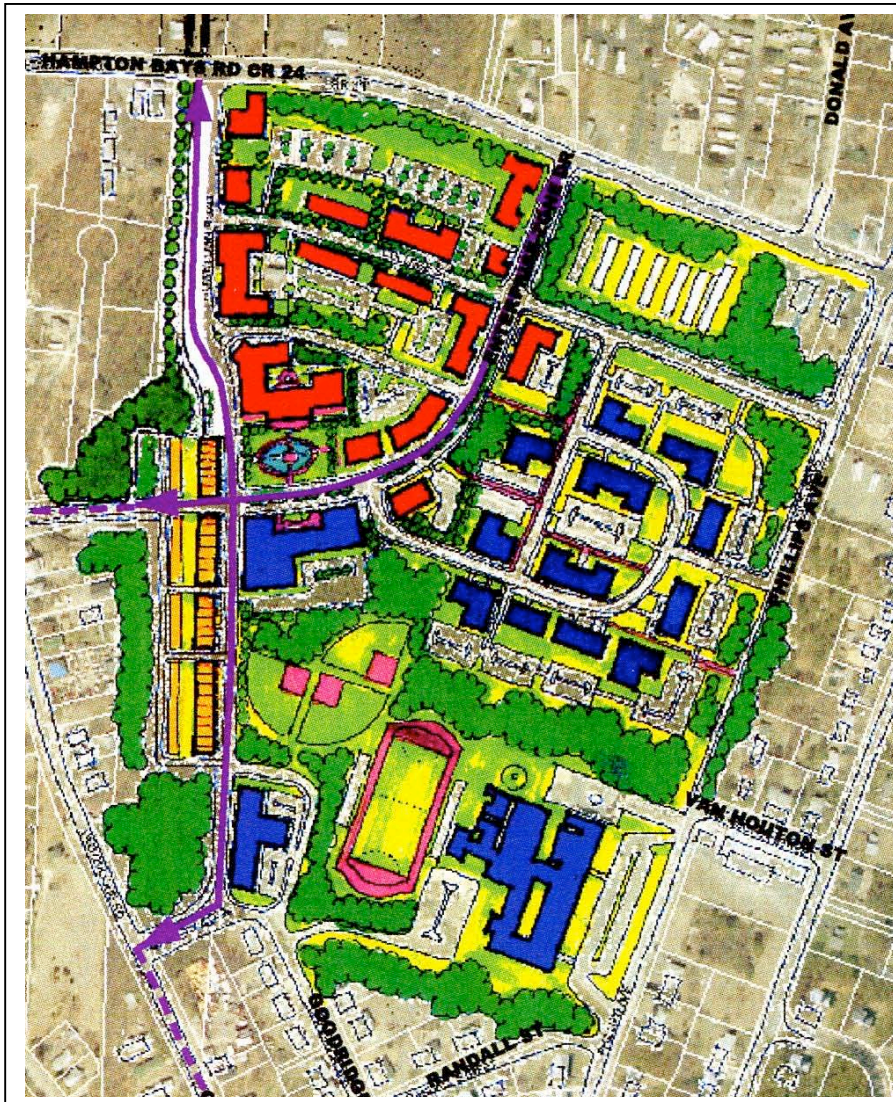
As a result of this study, the new Riverside Center is proposed to include a central hamlet green, surrounded by shops and a café. Adjacent buildings will house supporting retail stores and professional offices. Upper level space in each building can provide residential units for low-impact niche housing, giving a '24/7' vitality and safety to the area.

Other uses can include a community facility building for meetings or recreation space, and/ or a possible 'mini-campus' of classroom and dorm space as an extension of a regional college/ educational institution.

On adjacent parcels, medium density duplex apartments or townhomes can provide additional residential development, targeted to niche markets such as empty nesters, artists or young working couples-- populations with little net impact on schools or community services.

Nearby light industrial development, separated from the center with its own entry for trucks and employees, will feature non-polluting uses such as assembly manufacturing or warehousing.





*Images of hamlet center (left)  
(ADLIII Architects LLC)/  
Five Towns College dormitory-  
academic building (right top)/  
Example of mixed use  
residential/ retail building,  
Port Jefferson (right middle)*

*Plan to left: Conceptual Illustrative Plan of  
proposed Riverside Hamlet Center*

2 The development framework for the center is based on two privately owned adjacent sites, structured around two intersecting entry roadways.

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Two private landowner/ developers have made available their properties for evaluation for this new center. Located on adjacent sites in the center of the community, these properties lend themselves well to the development of uses more beneficial both to the community and to the developers than what is currently allowed.

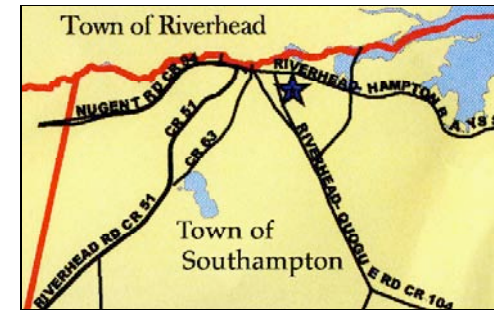
The eastern site already has subdivision approval as a light industrial park, and much of that development can continue under the proposed plan without affecting hamlet center proposals. The western site is zoned for low-density residential, but no development plans have been filed.

Because of their configuration and the fact that the western site extends from Route 24 to Old Quogue Road, a transportation framework can establish two intersecting entry roads, one through each property, which form at their nexus the site for a new hamlet green and associated commercial and/ or residential mixed uses.






In the future, if permitted by additional land acquisition, these roads could be extended further to the west or south to better serve the hamlet center and link it to other associated highways and housing or commercial areas.

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## Development and Transportation Framework

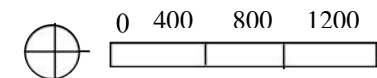
-  New Road
-  Commercial/Residential
-  Community Facility
-  Hamlet Green
-  Light Industrial

March 2005

# RIVERSIDE HAMLET CENTER SOUTHAMPTON NY

prepared for  
Town of Southampton

Hutton Associates Inc.  
L. K. McLean Associates Inc.  
Graphic Assistance  
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- 3 In the longer term, adjacent property development and roadway and pedestrian links can improve synergy and accessibility of the hamlet center.

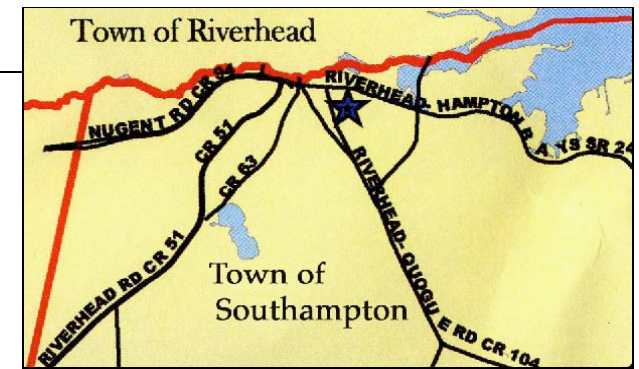
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For instance, roadway linkages can link eastward and southward, tying the center much more closely into the overall transportation network. Linkages to the east can open up opportunities for revitalization and new development and connect existing neighborhoods directly to the hamlet center. Extending the north-south entry road to County Road 104 can reconfigure Old Quogue Road to minimize through traffic and allow expansion of a local park by reusing abandoned portions of redundant roadway.

At the same time, pedestrian linkages to the north will provide walkways to a potential nature center on Peconic Bay as well as connections to the proposed conference center development.

Along Route 24, other property owners can participate in the development process by reaching agreement with the town for new commercial uses—professional offices or highway related retail—approved under new design and development guidelines.

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## Long-Term Development Potential: Illustrative Plan Framework

-  New Road
-  Commercial/ Residential
-  Community Facility
-  Hamlet Green
-  Light Industrial

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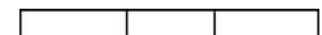
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- 4 The initial step to implement the plan is the approval of a new Mixed Use Planned Development District (MUPDD). Future steps must include more detailed design and infrastructure criteria.

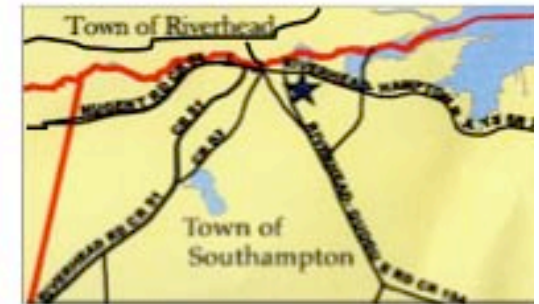
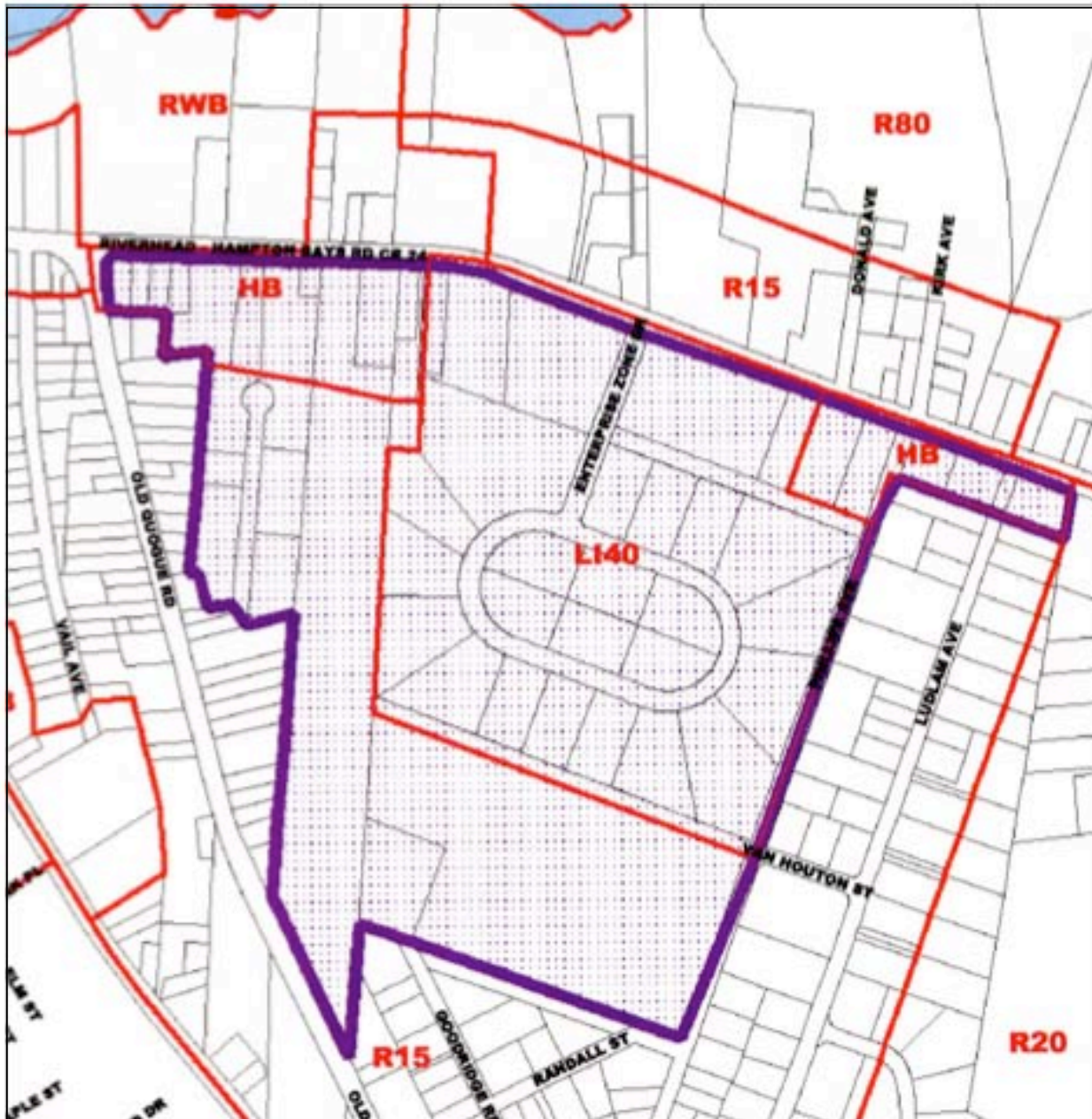
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The new zoning shown on the opposite page will be an overlay district, superimposed on the existing zoning. This new district will allow negotiated development of uses not allowed under current light industrial (LI40), low density residential (R15) or highway business (HB) zoning—new uses such as hamlet center retail and offices, educational and community facilities, upper floor residential, or higher density housing targeted to low-impact users such as empty nesters, young working couples, or students.

The overlay will cover adjacent areas as well as the two large-scale phase one development sites, allowing coordinated development and expansion of the hamlet center as future conditions warrant.

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## Proposed Zoning

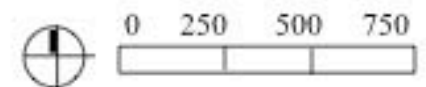
- Proposed MUPDD
- Existing Zoning

March 2003

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# 1. RIVERSIDE MIXED-USE DEVELOPMENT: ISSUES AND OPPORTUNITIES

## 1.1 Community Needs and Objectives: Previous Studies

The Riverside Hamlet Center Strategy represents a comprehensive response to community needs and objectives defined in two recent policy documents approved by the Town Board:

- the Comprehensive Plan Update, prepared by the Town of Southampton Department of Land Management and Land Ethics Inc, and approved in spring 1999:

This Town-wide plan examined a number of priority issues and proposed implementation strategies for the town as a whole and for detailed sub-areas. These proposals included the following:

- Enhance hamlet character/ identity: proximity to natural areas (Peconic Estuary/ Pine Barrens); maritime resources; relation to Riverhead town center
- Encourage tax ratable development; promote market-rate housing, neighborhood enhancements
- Create a joint Flanders- Riverside hamlet center at traffic circle (the importance of this objective was in

acknowledging the need for a hamlet center, not the specific location).

- Treat Route 24 as a scenic Maritime Corridor, not just as a highway.

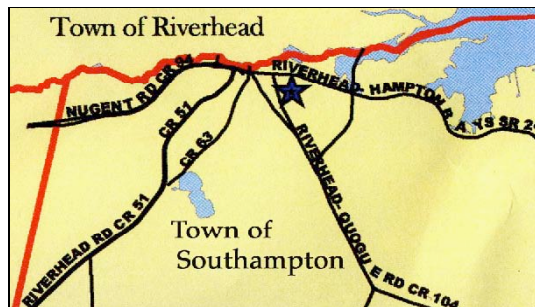
- the recent Flanders/ Riverside/ Northampton Revitalization Study, prepared by Ferrandino & Associates in 2003 and approved in 2004:

Based on public input, this study set a policy agenda for future detailed planning and implementation efforts:

- Repair, maintain, and clean up local properties/ inventory incompatible uses/ establish code violation court/ evaluate impacts of boundaries
- Create Riverside hamlet center at Drive-In site
- Create Waterfront Recreation Areas in Riverside and Flanders
- Develop plan for Traffic Circle area

The study also included extensive background, historical and context information that is incorporated by reference in this more focused hamlet center report.





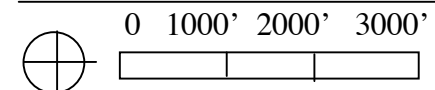
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*March 2005*

## Site Context

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## 1.2 Hamlet Center Heritage

The study area itself is made up of two undeveloped properties lacking any buildings (historic or otherwise). The surrounding hamlet context has a long history of population diversity, economic challenge, and a combination of both upward and static social mobility.

The previous hamlet-wide study included data on individual historic buildings, none of which are in the project area. Those interested in the history and heritage of the area should refer to that report. \*

Within this larger historic context, however, comments in project workshops have indicated that the community along Old Quogue Road adjacent to the site area is of historic interest, and local residents have indicated their interest in creating a district or other focused designation in that area which could preserve both its physical and social quality.

While outside the scope of this study, this objective is not incompatible with its hamlet center proposals, which could complement such an effort.

*\*Flanders/ Northampton/ Riverside Revitalization Study.  
Ferrandino & Associates Inc. August 2003*

## 1.3 Riverside in the Hierarchy of Hamlet Centers

Riverhead (and by extension, Flanders and Northampton) is a community without a core. Other than the rather disjointed and ad hoc development around the traffic circle to the west, it has no hamlet center or centralized area for commercial, retail and community services, as have most other hamlets in the Town.

The general distribution and hierarchy of hamlet centers was recognized and accepted as Town policy through the Comprehensive Plan Update (approved by the Town Board in April 1999), and forms the basis for current planning approaches and review (see adjacent table).

Within this context and based on the observed long-term market potential of the region and its proximity to Riverhead and Route 58, a new hamlet center for Riverside could be a medium-scale, pedestrian-related center appropriate to the surrounding community— smaller than a ‘major hamlet center’ town-wide shopping node such as Bridgehampton or Hampton Bays, but potentially larger, depending on the mix of commercial, institutional and residential uses, than a ‘small hamlet center’ such as Water Mill or Speonk.

Retail Hierarchy, Town of Southampton  
(from 1999 Comprehensive Plan Update, p. 300)

Center	West Part of Town*	East Part of Town*	Purposes
Major Village/Town Business Centers	(Westhampton Beach) (Riverhead)	(Southampton Village) (Sag Harbor)	These four traditional downtowns are central places of the town; they should continue to emphasize specialty shopping and a pedestrian-friendly environment.
Major Hamlet Centers	Hampton Bays	Bridgehampton	These two centers combine (1) a hamlet center like but smaller than the village/town centers, with (2) shopping centers and retail corridors. These centers should combine convenience, destination and specialty shopping - serving large portions of the town.
Small Hamlet and Village Centers	Speonk Riverside/Flanders East Quogue(Quogue)	Water Mill North Sea Noyack	These small centers are smaller versions of the village/ town centers, with an emphasis on meeting the daily shopping and service needs of hamlet/village residents, and on serving as the civic and historic centers of their hamlets.
Commercial corridor		County Road 39	County Road 39 is conceived as the town's only stand-alone commercial corridor, serving the needs of passing travelers as well as residents. The emphasis is on places, signage, building design and landscape upgrades, so as to improve business, safety and appearance.

*\*Note: Centers in incorporated villages and neighboring municipalities are parenthesized.*

#### 1.4 Site Area Existing Land Uses

The adjacent map describes the Riverside study area and surrounding context. The hamlet center study area considered in this report focuses on two privately owned parcels whose owners have made available for consideration as sites for new hamlet center mixed-use development.

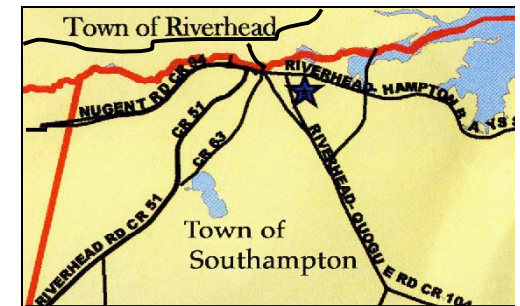
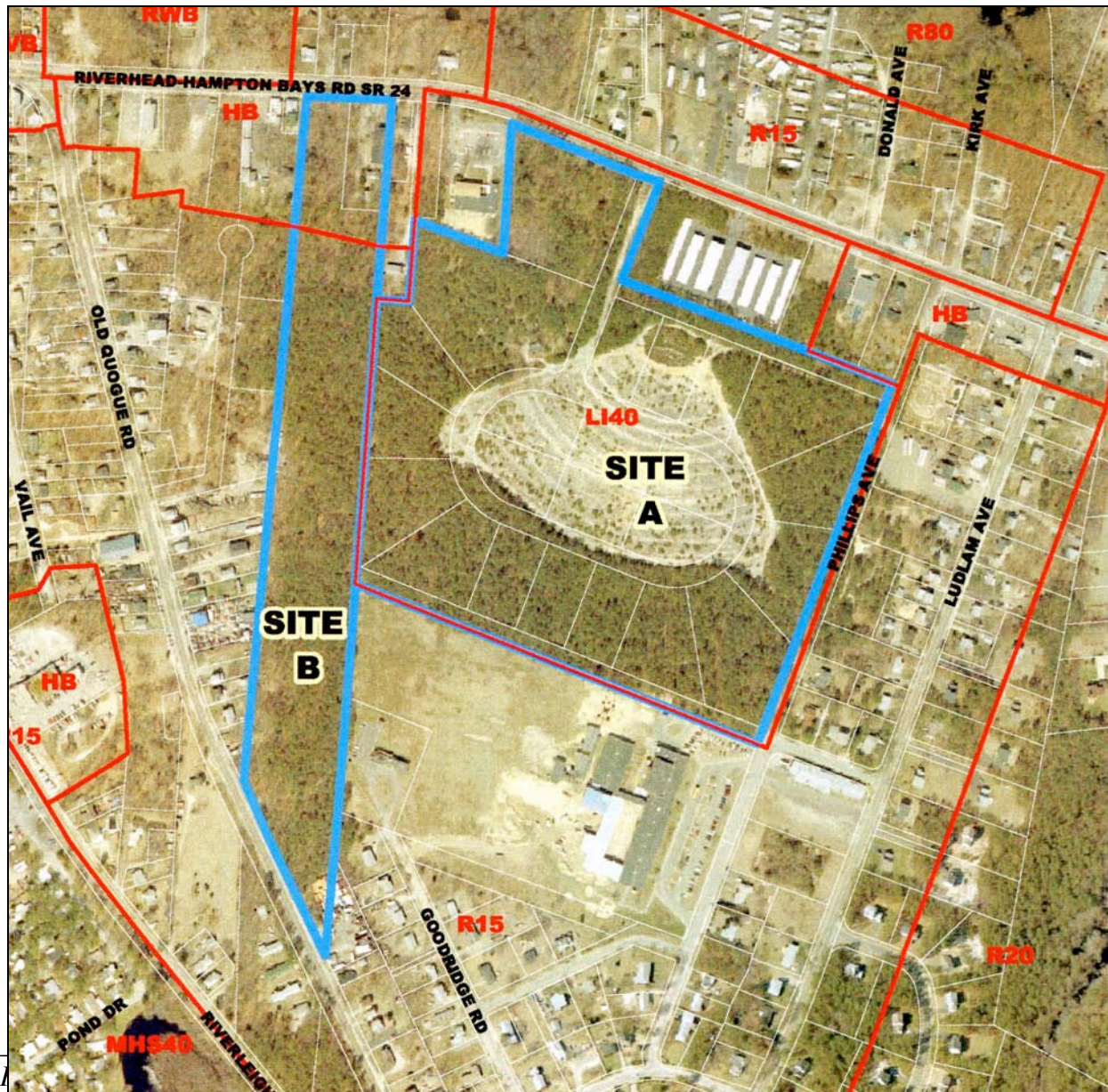
The first parcel (A) is an approximately 34 acre abandoned drive-in movie site that has been replanned, and approved, as an industrial park subdivision. Its entry is bounded on the north by Route 24, but the site is otherwise landlocked, flanked by mini-storage units to the immediate north, a paper street and backyard industrial storage and residential units to the east, an elementary school site to the south, and a vacant adjacent property to the west (the other hamlet center parcel, described below).

The second parcel (B) is that adjacent property described above, an approximately 13 acre lineal strip of land that links to Route 24 to the north and to the diagonal Old Quogue Road to the south. It is flanked by the drive-in site to the east and by rear-yards of residential units to the west.

In addition to this primary focus, the surrounding secondary area is bounded on the north by Peconic Bay, which divides this northwest corner of the Town of Southampton from Riverhead across the water. Between the Bay and the hamlet center site is the proposed 'River Catwalk' conference center/ resort project, planned north of Route 24. Rather than relating directly to Route 24, this development will take advantage of its water frontage with open space and trails.

To the east are additional highway commercial parcels along Route 24, flanked by tracts of wetlands and open space under both public and private ownership. To the south are residential areas, including a public park near the intersection of Route 104 and Old Quogue Road, two generally north-south roads that intersect at a sharp angle. To the west of Old Quogue Road is a mix of well-maintained but lower cost dwelling units punctuated by pockets of poorly kept up trailers and blighted residences, some on unpaved roadways, bounded further west by the Route 104 commercial strip, leading north to the traffic circle and on to Riverhead. Beyond Route 104 heading west are large areas of open space and pine barrens wetlands with pockets of residential or institutional development.





## Site Area

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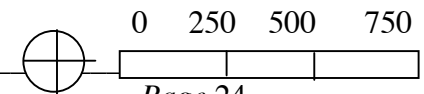
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## 1.5 Development Issues: Potential Uses

There are a number of issues associated with the hamlet center potential for the site, identified through the study advisory committee and associated research, which should be incorporated into development strategies:

- The developer of the eastern site industrial park property, in making its property available for possible hamlet center uses, has already made commitments to a complementary user—a branch bank has signed a contract for the corner site opposite the current subdivision entrance. Using this as a base, the developer sees the potential for additional uses, such as a drug store, cleaners, or other convenience shops (though he has cautioned the community and planning team that a large grocery store is not feasible, due to the off street location and competition from nearby Riverhead facilities. Other than interest in apartments or lofts above retail stores, there is less enthusiasm for other residential development on the eastern site.
- At the same time, the industrial developer has made it clear that there is the need to maintain industrial potential on the site, based on at least a partial implementation of the approved subdivision plan so that property marketing and cash flow can continue apace.
- The owner of the adjacent western site (now zoned HB, highway business, next to Route 24, and R15, low-scale residential, on the remainder of the site), in making his property available, is interested in both retail and medium-density residential activity.
- Within the site area as a whole, the juxtaposition of the two properties means that an interconnecting road system can link the area both to Route 24 to the north and to Old Quogue Road/ Route 104 to the south and west. This is very important to the potential development of a hamlet center—a landlocked site would have little retail value and would not be easily accessible from the surrounding community.
- The current radio towers now on the site are owned by Five Towns College, based in Huntington. If alternative sites can be found, the College itself may be interested in participating as a major use in the center, with extension graduate programs, other classes or activities, and possibly even dormitory space, which could lend an important level of vitality to the center on a '24/7' basis. Such a base in Riverside could complement and link to other possible college plans in nearby Riverhead facilities..
- Development of the site should be part of a larger strategy to improve housing and commercial conditions in other areas of the hamlet, to the west and along Route 24 around the traffic circle.

Community members caution that new housing must be targeted to smaller households, minimizing numbers of new students in an already overcrowded school system and highly pressured school budget.

- The elementary school to the south of the site represents a potential partner. It needs additional recreation space and could swap land to the mutual advantage of both parties. Adjacent to the school site is a Head Start Center (maintained by the Town of Riverhead) which complements, and to some degree inefficiently duplicates, functions of the Head Start Center on Route 24 near the site entry (maintained by the Town of Southampton). Combination of these facilities should be explored as an opportunity for creative planning that could result in positive outcomes for all parties.
- The proposed River Catwalk conference center to the north of Route 24 also represents potential market and synergy for the new hamlet center. Development of water links or nature facilities on adjacent open space could benefit both this development and the hamlet center.
- The Town has proposed rezoning of the traffic circle area, which can help bring rational planning to what could otherwise become an even more disordered strip commercial development. Future planning following the results of this hamlet center study should concentrate on linkages to this area and to other intervening blighted housing areas, combining the energy from hamlet center development with

other strategic programs and actions to revitalize the neighborhood.

- Community workshops, with both the ad hoc advisory committee and the public at large, resulted in the following ‘wish list’ of potential hamlet center uses:

- Branch Bank
- Drug Store
- Restaurant
- Dry Cleaner
- Other Convenience Shops
- Medical Offices/ Professional Offices
- Higher Education: College/ Community College
- Theatre/ Cinema/ Arts & Cultural Uses
- Post Office/ Overnight Shipping
- Police Substation
- Low-Impact Light Manufacturing/ Warehousing
- Residential Units: Low-children/ Empty-Nesters/  
Artist, Student, or other niche housing  
(Medium-density/ low-rise units/  
townhouses/ apartments & lofts above stores)

Based on this list, and feedback from developer participants in the process, a generalized use program for a future hamlet center was developed and tested on the site.

## 2. BASIC ELEMENTS: TRANSPORTATION AND LAND USE

### 2.1 TRANSPORTATION FRAMEWORK

The existing and proposed roads serving the site represent a network that both serves and sets the framework for new development.

#### *Existing Conditions*

The proposed site is served by several roadways.

NY Route 24 abuts the site to the north, and provides the primary access to the site from points east, west and north. The roadway is maintained by the NY State Department of Transportation (NYSDOT), which recently added a center turning lane, drainage facilities, curb and sidewalk, both east and west of the site. The roadway carries an average of about 15,000 vehicles per day.

Access from the south is provided via County Road 104 (approximately 10,000 vehicles per day), to Old Quogue Road, which borders the west side of the site and terminates at Route 24. About 2,000 feet west of the site on Route 24 is a traffic circle, where the following roadways intersect:

- Route 24 from the east
- County Road 104 from the southeast
- County Road 63 from the southwest and north. NY Route 25, Main Street in the

downtown Riverhead business district, is less than 1,000 feet north of the circle.

County Road 94 from the west

The circle is a major point of congestion, accommodating about 35,000 vehicles per day.

Ludlam Avenue is a Town road which begins immediately south of the two-way intersection between County Road 104 and Old Quogue Road, and end to the north at Route 24. Ludlam Avenue provides access to the Phillips Avenue School, located just south of the site.

Traffic accident data for Route 24, County Road 104, Old Quogue Road and Ludlam Avenue in the vicinity of the site was obtained from NYSDOT. This data covers the latest available three year period (June 1999 through May 2002). The data did not indicate any locations with a significant number of accidents. The intersections with the most reported accidents were as follows:

- Route 24/Old Quogue Road—9
- Route 24/Ludlam Avenue—5
- County Road 104/Old Quogue Road/  
Ludlam Avenue—4

All of these intersections are controlled with stop signs. No significant trends (e.g. recurring types of accidents involving vehicles traveling in similar directions) can be identified from the retrieved data.

**Key Issues**

Based on field observations and public input from the charrette, following are the key transportation issues:

Site-Specific

- *Multiple Access Points*—The mixed-use hamlet center site should be developed with multiple points of ingress and egress. Route 24 should be the principal access roadway. Site access should be designed to safely accommodate projected traffic volumes. Based on the size of the site, installation of a traffic signal is indicated at the site's main access point on Route 24. Other roadways, such as Old Quogue Road, should provide access as well. This would enable traffic from the south, as well as local traffic from the surrounding community, to gain access to the site without having to travel on Route 24, which experiences peak hour congestion.
- *Walkable "Hamlet Center"*—The facilitation of on-site pedestrian travel should be a key objective in the layout of development on the site. Site layout should discourage motorists from driving to multiple destinations on the site. Walking trips, such as those from parking fields and on-site housing units to the Hamlet Center and Village Green, should be direct and safe. Crosswalks should be highly visible to approaching motorists.

- *Pedestrian Access across Route 24*—A safe pedestrian connection should be provided from the site to destinations on the north side of Route 24, i.e. the proposed "Catwalk" development and the Nature Preserve.

Surrounding Roadway Network:

- *Congestion at the Traffic Circle*—Peak hour conditions include long queues of vehicles on the approaches to the circle.
- *Bus Service*—Bus service in the vicinity of the site is provided by Suffolk County Transit. Typical of many areas in the County, there is a need for more routes to additional destinations, as well as improved frequency of service on the existing routes. The following routes serve the area:
  - Route S90*, along County Road 104, connects the Riverhead railroad station with East Quogue and Center Moriches. Weekday frequency of service is generally between two and three hours.
  - Route S92*, along Route 24, connects Orient and East Hampton via Riverhead. Weekday frequency of service is generally about one hour.
  - Route 8A*, along County Road 63, connects Calverton, Riverhead and

Suffolk Community College (Riverhead campus). Weekday frequency of service is generally an hour or more.

### *Recommendations*

#### Site Access (Refer to Figure 6)

Following are key elements of proposed access to the site:

Provide two access points to Route 24

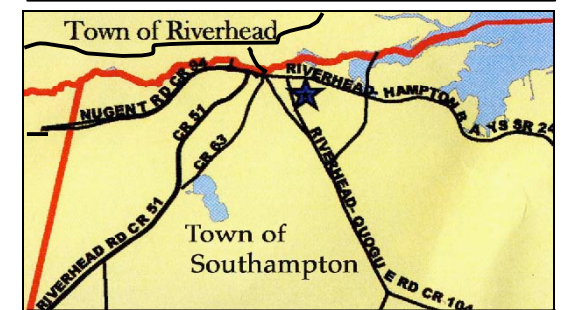
- One of the two main access points on Route 24 should be located opposite the easterly access drive for the proposed “Catwalk” development. This will minimize traffic impacts on Route 24 and facilitate “cross-traffic” between the two developments. The four-way intersection can be designed either as a roundabout or a conventional signalized intersection. The availability of public right-of-way may preclude construction of a roundabout. In any event, pedestrian amenities to facilitate safe crossing of Route 24 should include high-visibility crosswalks, and in the case of a traffic signal, “Walk/Don’t Walk” pedestrian signals.

This access point would bring traffic to the development site through Parcel A of the combined hamlet center site. This property forms a north-south corridor extending south

to Old Quogue Road, through which an access road can be constructed. The installation of a roundabout or traffic signal at this access point on Route 24 would also provide a safer and more convenient alternative route to Route 24 for northbound Old Quogue Road traffic.

The intersection of this new, north-south road with Old Quogue Road could be reconfigured to facilitate this alternative route; in fact, Old Quogue Road could be converted to a local community road instead of a through roadway, by terminating it in a cul-de-sac just south of Route 24.

The north-south roadway could be extended beyond Old Quogue Road to County Road 104. If that is done, Old Quogue Road to the south can be converted into a local roadway by terminating it south of Brown Street. This proposal has the added advantage of improving the existing intersection of County Road 104, Old Quogue Road, and the nearby Ludlam Avenue, which can be confusing to motorists because of its skewed alignment. It could also provide the opportunity to expand an existing park located on the east side of Old Quogue Road, between Brown Street and



## Transportation Framework

March 2005

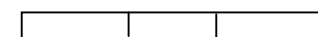
# RIVERSIDE HAMLET CENTER SOUTHAMPTON NY

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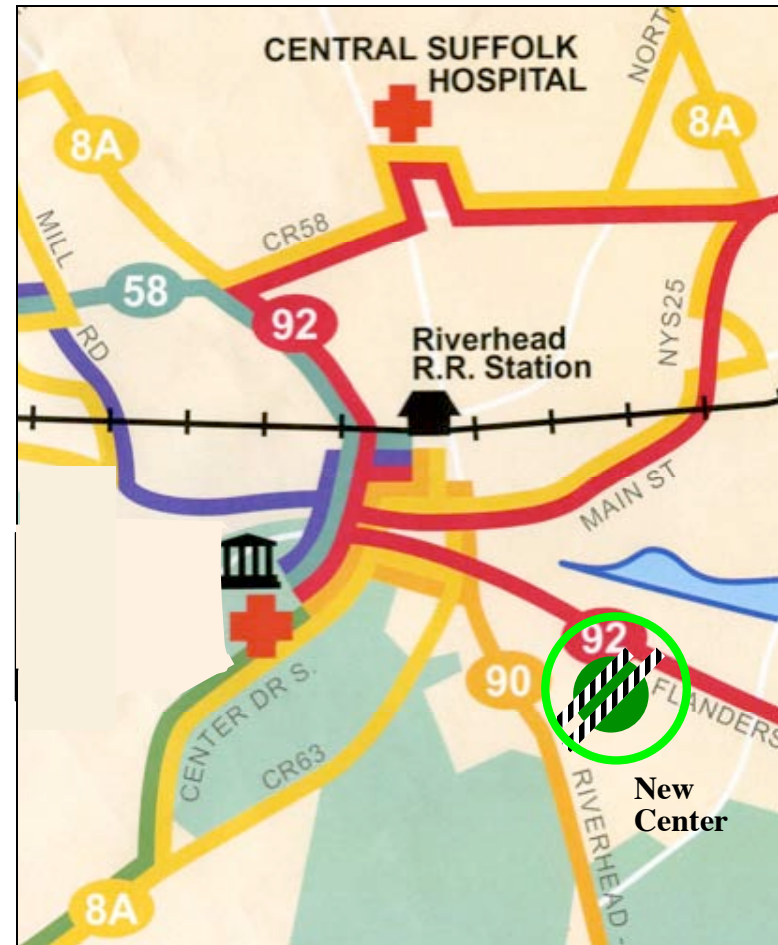
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Ludlam Avenue, when the pavement on Old Quogue Road is removed.

- A second main access point to the mixed-use development site from Route 24 could be provided in the right of way of the old drive-in movie access road. This road would connect directly to the Hamlet Center. It could also potentially extend westerly to Old Quogue Road; it would also be desirable to extend it further to the west to intersect with County Road 104 (each of these latter options would be dependent on negotiations with affected landowners).
- As a 'Transit-Oriented Development,' (TOD), the center would link closely to existing and new mass transit lines. The two existing nearby Suffolk Transit Routes should be re-routed onto the site, with a stop at the Hamlet Center/Village Green.

Local "jitney"-type service, connecting with this new route, is desirable (were an institution such as the Five Towns College part of the site development, such a jitney could be operated as part of a joint agreement, serving a dual community/student market).



### Transit Framework

*Transit or jitney connections should relate to the larger bus and rail system and link the new center to the larger community.*



*Surrounding Roadway Network:*

Due to its geographic location, much of the traffic destined for the proposed mixed-use development will pass through the traffic circle west of the site. The circle has significant capacity and safety concerns as it struggles to accommodate 35,000 vehicles per day approaching on five separate roadways (a sixth roadway, Woodhull Avenue, intersects County Road 94 about 50 feet west of the circle). The Town is working with the County on a modification to the northwest portion of the circle that will facilitate the right-turn movement from southbound County Road 63 to westbound County Road 94.

Construction of a modern roundabout, in conjunction with the elimination of one of the five approaches, can address the capacity and safety deficiencies of the circle. The roundabout would require a two-lane circulating roadway. The outer diameter of the roundabout is very close to that of the existing circle; essentially the landscaped area in the center of the circle would be reduced in diameter to accommodate the second circulating lane. Elimination of one of the approach roadways would involve the combination of two of the approaches into one. The most logical candidate roadways are County Roads 63 and 104. To accomplish this, a new roadway connecting these two roads at a location south of the circle would be needed, and property acquisition would probably be required. Construction costs for these improvements would probably be about \$1 million. Due to the involvement of State and County roads, as well as the close proximity of Riverhead Town, a cooperative effort is required to make this project a reality. As an initial step, the Town should prepare an Initial

Project Proposal in order to have at least the Study portion of the project funded in the next three-year Transportation Improvement Program.

In years past, several long-term planning proposals to extend County Road 105 west of its current terminus at County Road 104, to connect with County Roads 63, 51 and 94 have been made. These proposals would have the potential to dramatically reduce traffic along Route 24 and at the Traffic Circle. In addition to the significant construction costs associated with these proposals, the environmental effects of constructing this roadway through wetlands and the Pine Barrens would need to be identified and mitigated.

The extension to Route 104 of the easternmost access road into the Hamlet Center site was previously discussed. Consideration could also be given to expending this road even further to the west, through publicly owned open space property. Such an extension would make similar but more northerly connections to County Roads 63, 51 and 94 as discussed above with respect to the Route 105 extension. It would have similar benefits of providing a bypass to the traffic circle, but would serve more local traffic linking the hamlet center area with the government center and community college to the west.





*The Traffic Circle to the west of the site is an overly complex tangle of service and through roads.*

## 2.2. POTENTIAL LAND USES

With input from the various public meetings, discussions with developers, and examination of area commercial and residential development, a variety of potential land uses for the Hamlet Center were proposed.

These uses, defined by current or potential zoning and policies adopted with the comprehensive plan update (see section 1.3 of this report), include the following:

- *commercial uses* such as convenience retail and professional/ service offices
- *residential uses*, with densities as appropriate, taking into account niche markets and desire to limit fiscal and demographic impact on community and school district
- *community facilities*, such as meeting space or a recreation facility
- *educational uses*, which can include college programs and facilities as well as expansion of head start or other public school facilities in return for benefit to developer
- *industrial uses*, based on existing approved plans
- *various mixed-use combinations*, primarily residential units over shops or campus dorms in conjunction with classroom and instructional space.

## 2.3 Smart Growth Principles

In March 2000, the Suffolk County Planning Commission published *Smart Communities Through Smart Growth*, a compendium of tools and techniques to counter over three decades of sprawl, also known as ‘dumb growth’— “the wasteful... and often destructive approach to land use characterized in many parts of Long Island which have gobbled up community resources, whether they be land, water or basic infrastructure.” (p. i of that study).

The core of the document is a discussion of six ‘principles for smart growth,’ which are suggested as a checklist for the sorts of development to be encouraged. Following is a discussion of these principles in the context of planning objectives for the potential Riverside Hamlet Center:

- *Direct development to strengthen existing communities:*  
A new hamlet center will give an up to now lacking focus to the hamlet of Riverside, as well as to adjacent Flanders and Northampton.
- *Encourage mixed land uses and mixed use buildings:*  
A new hamlet center should have a variety of uses for a variety of users.
- *Encourage consultation between communities:*  
Creating a new center must be complementary, not competitive, to existing development in nearby Riverhead, creating mutual benefits for each.

- *Take advantage of compact building sizes and create a range of housing opportunities:*  
The center should offer a range of opportunities for housing, serving low-impact ‘niche markets’ such as empty nesters, students, or artists.
- *Provide a variety of transportation choices:*  
Auto access should be complemented by transit opportunities as well as pedestrian and bikeway linkages.
- *Create pleasant environments and attractive communities:*  
The center should have design guidelines to ensure pedestrian scale, engaging architecture, and appealing landscaping.
- *Preserve open space and natural resources:*  
A new central green should be the focus for the Center, linked with pathways to larger environmental features such as the Peconic Bay or adjacent marshlands.
- *Make development decisions predictable, fair and cost effective:*  
The process needs to be a mutually beneficial partnership between private developers, the Town, civic groups, and the community.

### 3. A NEW HAMLET CENTER: DEVELOPMENT STRATEGY

Combining the previously- described transportation framework with potential land use opportunities for the hamlet center, a carefully designed zoning/ implementation approach can accommodate desired potential development.

The ‘charrette’ approach used in this planning process takes two steps forward, one step back:

- to create, with developer, community and town stakeholders, a ‘vision plan’ for the center (a way to understand the potential for site development), then
- to abstract from that vision a defined zoning framework and recommended development strategy—a coordinated approach to circulation, parking, open space and overall land use which can ensure the new hamlet center as an attractive pedestrian environment, based on a mutually-beneficial ‘negotiation structure’ for implementation.

Both the ‘vision plan’ and the zoning framework are discussed in the following sections of this chapter. The recommended strategy for the site area is to emphasize moderately- scaled development of retail and office commercial space and supporting residential and community facility uses, in keeping with the perceived market potential of the center. This will be accomplished through application of a ‘Mixed-Use Planned Development District’ (MUPDD), as described in Section 3.

#### 3.1 A Vision Plan for the Center: One Illustrative Option

The plan on the next page illustrates a possible option for hamlet center development, developed in the charrette.

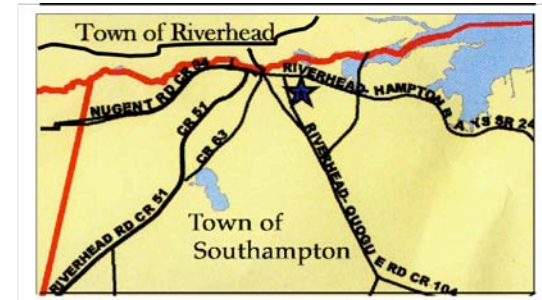
Based on the transportation framework discussed in section 2.1, the two available development sites can most readily be served by two new roads extending from Route 24 through each of the sites, meeting each other in the middle, and then possibly extending to other linkages with adjacent roadways.

These two roads, in their interconnecting configuration, link the two development sites into one. The focal point of this site, the symbol of the proposed hamlet center, is a hamlet green located at their intersection.

Along these landscaped entryways are auto-related retail uses (with parking to the rear), transitioning gradually to the pedestrian orientation of the main square and surrounding parcels.

##### *The Eastern Development Site*

For instance, parcel #1, on the entry road though the eastern development site (the former drive-in theatre), has been successfully marketed by the developer of that property as a future branch bank. This will be a much-needed amenity for the area, heralded by the developer as a permanent tenant



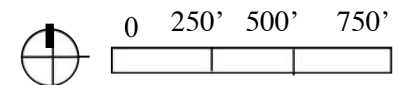
Hamlet Center  
Vision:  
Illustrative Plan

March 2005

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that can also help finance or develop portions of the site. It will feature a drive-in window and adjacent parking, and will draw traffic into the site from Route 24.

As one enters the hamlet center along the adjacent road, other commercial sites to the east (designated as parcels 2 and 3) can contain office or retail uses, possibly with second-story residential development, lending an increasingly pedestrian, 24-hour vitality to the hamlet center.

To the west along this entry road is parcel 4, now occupied by the twin radio towers of WFTU, the AM radio station of Five Towns College. The station's main broadcast studio is now located at its central campus at Dix Hills in the Town of Huntington LI. There is an opportunity to move these towers to a nearby site (as yet undesignated), freeing up this 3.5 acre parcel for other uses. These uses could include a satellite mini-campus for the College itself (which could if successful possibly expand to adjacent parcels):

- This facility could include both classroom and program space and dormitory space for students—a welcome addition of ‘niche housing’ that could enliven the hamlet center and lend it an art/educational atmosphere as well as increase its market potential.
- Such an extension facility would complement but not replace the central campus, and could also link to the College's potential theatre renovation and graduate

performing arts program now being discussed for nearby downtown Riverhead.

- Bus or jitney links to this facility would serve both students and local citizens—possibly enough of a demand to make such a service economically feasible.

The hamlet center vision proposes as its focus a new ‘hamlet green’ located at parcel 5, adjacent to the intersection of the two new roadways. This green would be an open, landscaped plaza, surrounded by shops, restaurants and services, with second level residential units. It could possibly house governmental services, such as a branch post office. It would have a distinctly pedestrian ambiance—encouraging cafes with outdoor seating, a mix of paving and lawn space, surrounded by trees. Parking would be to the rear so that the green fronts directly onto the intersection for maximum visibility.

Across from the green to the south (parcel 6) would be an ideal location for a community facility for the Riverside/Flanders/ Northampton area—possibly a recreation building but with meeting space for various sized gatherings. It would enclose one side of the green, separated by the roadway.

A final pair of development parcels relating to the eastern development site consists of parcels 7 and 8. Parcel 7 is proposed as a ‘trade-off’ site to the local school district, swapping 2 acres of land as a potential addition/ expansion

to the adjacent school recreation field, a need cited by the school's principal.

In return for donating that site for educational/ recreation use, parcel 8 could be made available to the developer as a development site. This parcel currently contains a Town of Southampton 'Head Start' facility, but there is another Head Start facility for the Town of Riverhead located on the edge of the school property to the south of the hamlet center area, and it was suggested that this dual but not contiguous siting of similar facilities is inefficient—if the facilities could be combined, or at the least a new facility built adjacent to the old so that key services could be shared, this would free up the existing Route 24 Head Start site--parcel 8-- for a higher and better use—in this case, retail development, with access to rear parking from a new access road behind (which would also serve the parcel 1 bank facility and the parcel 9 entry retail described below).

#### *The Western Development Site*

As described previously, the western development site is a long, thin property that fronts onto both Route 24 and Old Quogue Road (which intersects with County Road 104 at a sharp angle further to the south of the development site). This western site would contain a roadway linking Route 24 to County Road 104-- this new right of way, possibly called 'New Quogue Road,' would hug one side or the other of the property in order to maximize developable land.

Like the eastern development site, this roadway's entry parcel (#9) fronting onto Route 24 is a special condition—due to its access and visibility it has greater market value, but it also has an important function as a landmark entry. Any building on this corner parcel will be required to satisfy both internal programmatic needs and this external town design role.

As with the other parcels along the eastern entry road, parcel 10 could also contain retail uses making a transition from auto-oriented Route 24 uses to the pedestrian bias of the hamlet center. Parking would be behind but the parcel would be closely linked by sidewalk and siting to the adjacent hamlet center.

To the south of the hamlet center adjacent to the western entry road is a long thin development parcel especially suitable for residential development fronting onto the roadway—particularly townhouse units (parcels #11), taking advantage of its relatively narrow depth to provide closely related attached houses with parking behind.

Approximately 35 units could be provided west of the roadway as it curves to meet Old Quogue Road. (This is an average net density of slightly less than 8 units per acre).

Other opportunities, such as age-restricted senior residential units, could also be examined for this area to meet expressed community needs.

*Longer Term Vision*

This opportunity for the hamlet center can also expand as additional sites and parcels are added at its edges. The illustrative plan on the following page describes some of these potential features in the context of an optional layout for some of the hamlet center elements.

For instance, roadways can be extended to increase the accessibility and convenience of the center:

- Adjacent to and east of the green, the eastern entry road could continue to the west, possibly at a later stage extending past its intersection with the western entry road to intersect directly with Old Quogue Road or beyond to Route 104 or even Route 110 (these connections dependent on future land negotiation with intervening property owners).
- Further to the south (again with right of way acquisition), the intersection of the western entry road with Old Quogue Road could be extended to County Road 104. This would allow rerouting the current Old Quogue Road to intersect with the eastern entry road, rather than vice versa, mitigating traffic and improving the isolation of the neighborhood to the north, possibly facilitating its designation as a potential special district. It would also allow local access only along the lower portion of Old Quogue Road.

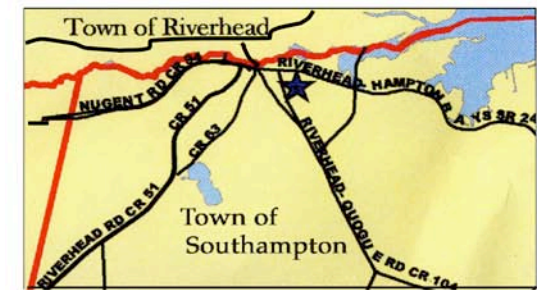
- Once Old Quogue Road no longer meets County Road 104 at its current dangerously acute intersection, the abandoned right of way could combined with purchase of adjacent private land (with owner acquiescence), expanding the existing park.

Other opportunities exist in terms of connections to existing or proposed development opportunities:

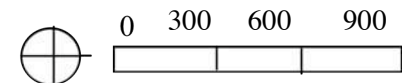
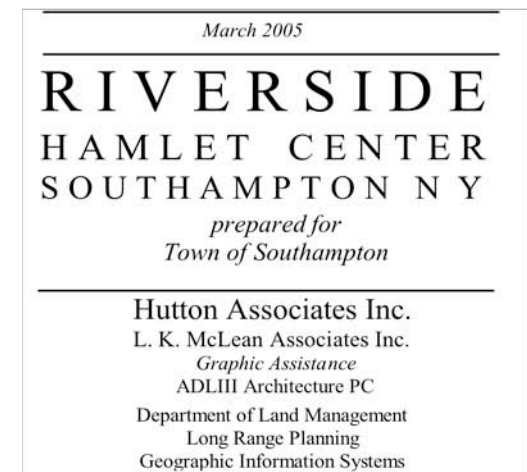
- The eastern entry road would form a ‘T-intersection’ with the western entry road to the proposed resort development north of Route 24. This will facilitate connections between the resort and the proposed hamlet center, beneficial to both developments.
- Further to the west, pedestrian path connections to the Town-owned open space, containing an inlet adjacent to Peconic Bay, could provide the incentive to create a public facility—a nature center or water access—which would enhance both the resort development and the hamlet center. These pedestrian paths could connect not only directly to the hamlet center, but also to other neighborhoods.

Finally, new land uses on adjacent properties along Route 24 could occur as a result of the hamlet center development, implying the need to ensure that these sites complement and not compete with the center. Design guidelines should define setbacks and siting, and require rear parking and access from the adjacent rear service road as proposed earlier.





## Longer-Term Development Potential: Illustrative Plan Framework





### 3.2 Utilities and Density

A major constraint to site development is the fact that there are no sewer lines in the area— all development must be able to have its own wastewater treated either through a on-site septic system or with a package unit such as a ‘chromoglass’ system.

- Sites are evaluated for septic suitability on the basis of this area’s capacity of 300 gallons/ day (gpd) per acre using septic systems. The allowable capacity of the site area is approximately 9,000 to 10,000 gpd.
- The development program’s requirements of approximately 30,000 gpd could also be handled by two 15,000 gpd ‘chromoglass’ systems (a 15,000 gpd unit is the maximum size module allowed by the Town of Southampton). These could be located beneath parking fields or in adjacent open space.
- Another option is expanding the site to include additional existing open space parcels to the north or east-- enhancing capacity calculations by increasing the total amount of septic treatment area available, supporting a proportionate increase in density.

Such a technique is a way to achieve desired development patterns on ‘primary sites’ while simultaneously preserving open space by extinguishing the ability to develop on adjacent sites.

- It is also possible to further expand these allowable numbers, at the discretion of the Town, through additional development right transfers, for instance using Pine Barrens credits or additional credits from other sending sites within the Riverside area, such as lands targeted for open space protection under the ‘Community Preservation Plan Project’ (CPPP).

Maximum gross densities should be defined on the affected sites within the proposed Planned Development District. Based on the expanded site and potential development as discussed above, these densities should be defined in the next stage of work with respect to specific uses (absolute numbers of units can be increased by adding site area or purchase of development rights).

- To achieve this consolidation will require agreement and cooperation from all concerned-- landowners, developers, community, Town officials and County officials. The project will also require Suffolk County Department of Health Services (SCDHS) Board of Review approval. Approvals will be contingent on evaluation and mitigation of any impacts on adjacent properties.
- The use of a Planned Development District (PDD) zoning overlay designation for this project will facilitate Town approval, as there is precedent for consolidation of development rights in PDD projects elsewhere in the Town.

The use of a 'Mixed-Use Planned Development District' (MUPDD) can also facilitate development of uses that are not currently allowed in the underlying zoning.

### 3.3 Recommended Development Framework: Mixed-Use Planned Development

The recommended strategy is therefore to create a development framework for the site that will be implemented through rezoning major portions of the hamlet center as a Mixed-Use Planned Development District (MUPDD) overlay, superimposed on existing zoning.

The Development Framework plan on the adjacent graphic describes the roadway linkages and various land uses proposed for the site that the zoning will make possible. One possible scenario resulting from this recommended development strategy was described in the illustrative concept plan in section 3.1. Priority should be given to incentives and other means of facilitating such an outcome.

This approach builds on comprehensive plan update and hamlet policy study recommendations, community input, and the potential for a retail/ community focused hamlet center featuring low-impact residential uses, an approach that reflects the objectives of both landowners and the larger community.

The illustrative plan also describes landscaping and beautification potential as well as siting approaches, developed within the context of the hamlet-center-wide transportation and land use framework. These recommendations should be detailed as design guidelines as a next step in the implementation of this project.

### *Recommended Implementation Strategy*

The benefits represented by this proposal can be realized only with a change in zoning for the site and cooperation of Town officials, the community, and major stakeholders, leading to a proposed implementation strategy (This is an optimal strategy, requiring cooperative agreements between all parties; if not realized, development can occur as per underlying zoning.):

- As is now the condition, the two major landowners can develop the property according to the as-of-right zoning, currently LI, HB and R15.
- In addition, however, under the 'MUPDD' planned unit development overlay, in return for the Town facilitation of the approvals process to allow agreed new retail, office, residential, community facility or other uses, the developer/ landowners would develop the property under the proposed framework of suggested uses.



## Development and Transportation Framework

-  New Road
-  Commercial/Residential
-  Community Facility
-  Hamlet Green
-  Light Industrial

March 2005

# RIVERSIDE

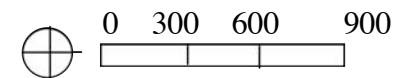
## HAMLET CENTER

### SOUTHAMPTON NY

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In addition, developers would obtain or provide TDRs to achieve the increased density, and/ or provide additional open space in proximity to the property. In this latter case, such additional space would be required to remain as open space in order to allow septic treatment for adjacent development. This open space would be an easement donated to the Town.

- The developer/ landowner would build required parking and access so as to create connections through adjacent parcels via appropriate cross-access agreements among the potential future landowners and the Town as a public easement.
- The Town in turn would facilitate the approvals process for the developer subject to the future design and development guidelines suggested in this report. These approvals include Town, County or other relevant permission for either package sewer plant(s) or a consolidation of utility rights for septic sewer purposes from adjacent open space as described above, as well as zoning approval subject to approved guidelines for use, density and design.
- The Riverside community, represented by its ad hoc Project Advisory Committee and the larger Riverside/ Flanders/ Northampton Citizens Advisory Committee, as its parts in the strategy, would support this process.

- The use of the Town's Community Preservation Fund (using proceeds from the 2% real estate transfer tax) has been suggested as a potential mechanism for gap financing if necessary, related to land purchase for open space, although other mechanisms can also be explored.

## 4. ZONING RECOMMENDATIONS

The strategy for Riverside is to use a new Mixed-Use Planned Development District (MUPDD), drawn specifically for the Riverside hamlet center, serving as an overlay to existing underlying zoning, and adding the potential and incentive for additional preferred uses within its boundaries.

### 4.1 Existing and Proposed Zoning

#### 1) *Summary: Proposed Zoning Plan*

The ‘Proposed Zoning’ plan illustrated in the following pages relative to ‘Existing Zoning,’ consists of a new MUPDD zone with boundaries encompassing specific areas:

- The two privately held development sites which are the core of the hamlet center proposal;
- Adjacent unused rights of way that can help service the proposed hamlet center or associated development;
- Adjacent sites bordering Route 24 which would logically develop based on the market for the hamlet center, and which with proper zoning can complement and not compete with those uses.

The MUPDD should also include provisions for expansion, including non-contiguous property that might prove key for future growth of the center.

#### 2) *The Mixed Use Planned Development District (MUPDD)*

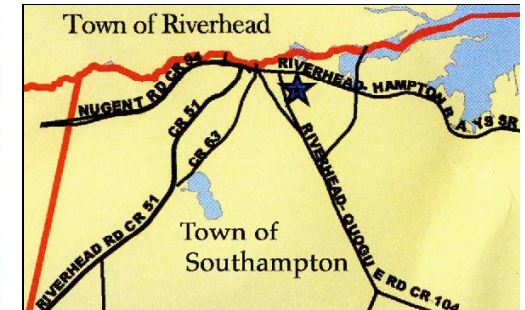
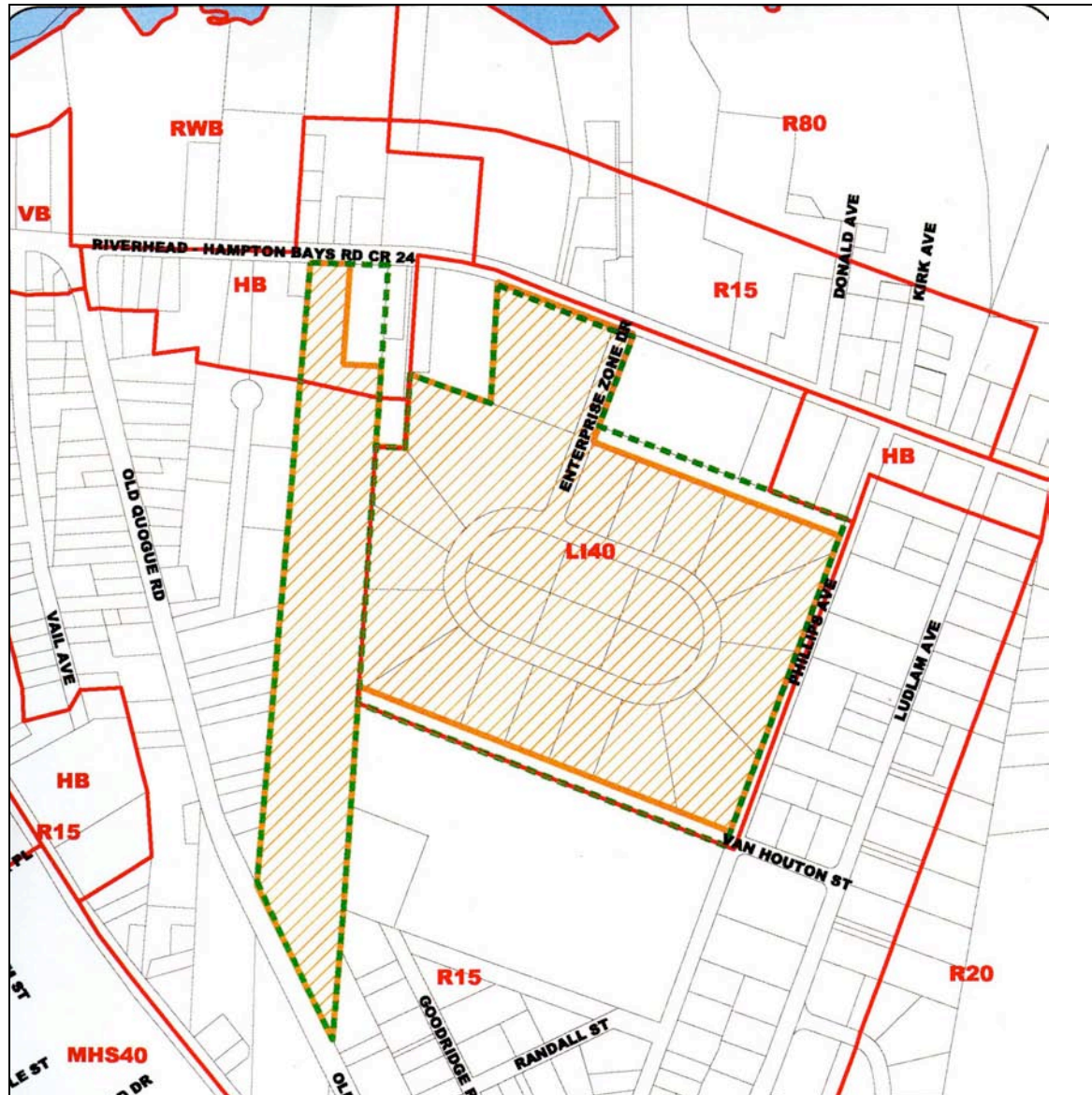
As an ‘overlay zone’, this MUPDD designation, as explained below, will allow uses not otherwise allowed, as long as they are developed in the context of facilitating specific community objectives and responding to pedestrian-oriented design guidelines and environment-protecting infrastructure improvements. This zone’s primary purview of the hamlet center will allow optimal integration of uses and sharing of parking and circulation elements.

An important characteristic of the district is that it is not mandatory—rather, it operates as enabling legislation, to be utilized only if participating landowners and the Town agree on potential development.

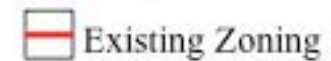
As with other ‘PDD’ hamlet center programs within the town, in addition to establishing a specific concept of potential uses for desired development, against which proposals would be reviewed, MUPDD district regulations should allow the following:

- new land uses beyond the underlying zoning-- by special exception review for specific sites noted within the ‘MUPDD’ boundary;
- building design and site plans as reviewed by the Town as part of the MUPDD approvals process--new uses allowed under the MUPDD described above will not be subject to building module restrictions contained in the underlying zoning but will be





## Existing Zoning

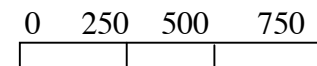


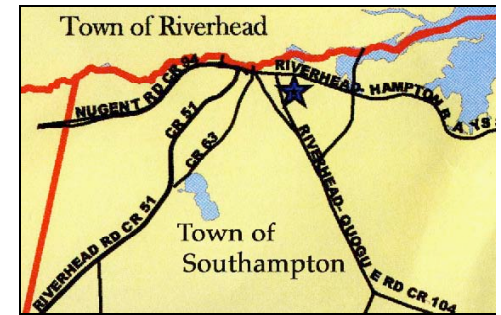
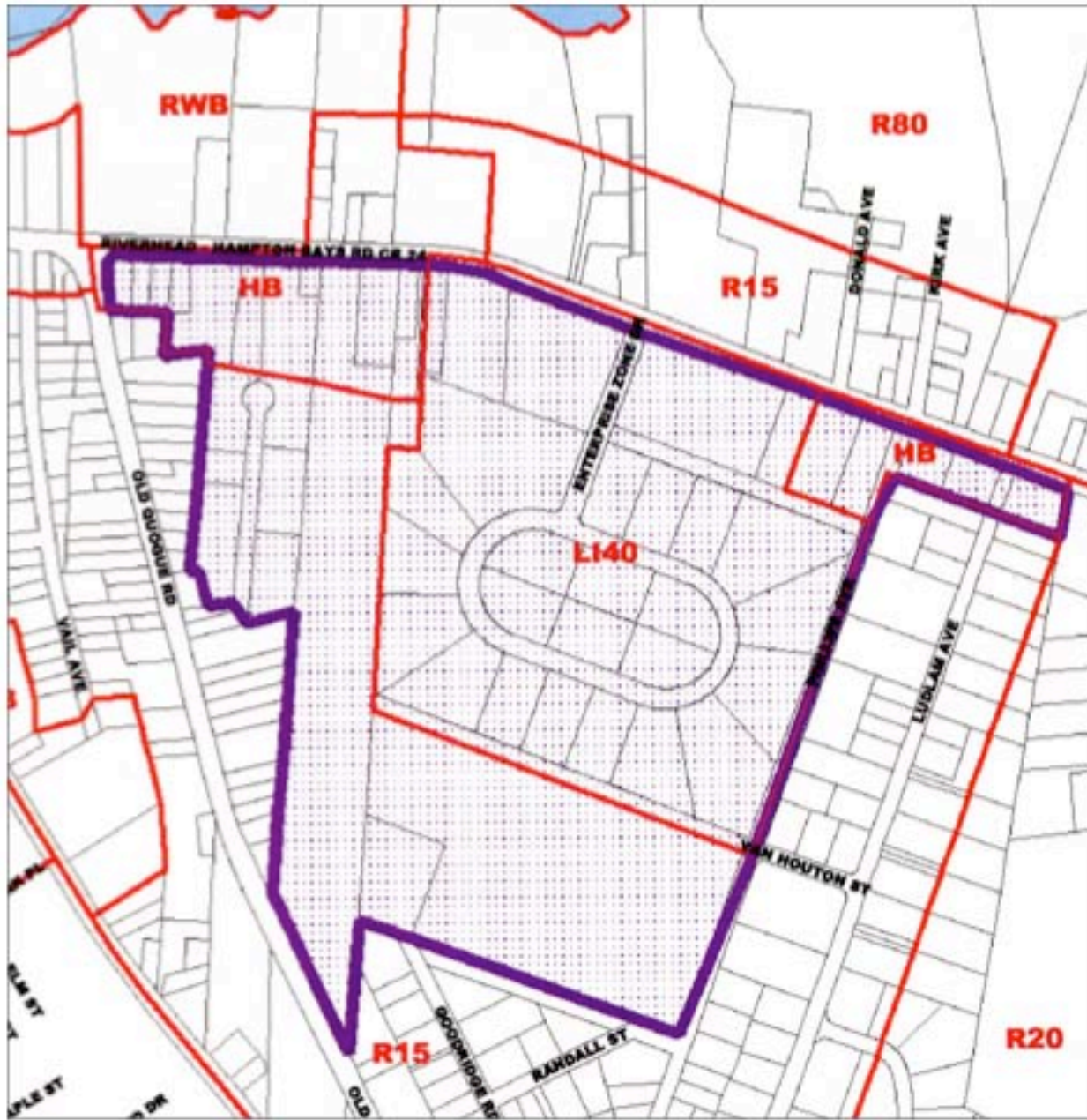
March 2005

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Graphic Assistance  
ADLIII Architecture PC  
Department of Land Management  
Long Range Planning  
Geographic Information Systems





## Proposed Zoning

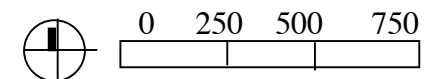
- Proposed MUPDD
- Existing Zoning

March 2005

# RIVERSIDE HAMLET CENTER SOUTHAMPTON NY

prepared for  
Town of Southampton

Hutton Associates Inc.  
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- subject to specific design review negotiation with the Town as a function of contextual relationship of specific use type, amount and location of usable open space, and circulation/ infrastructure resolution;
- consolidation or sharing of utility rights by common agreement for purposes of septic calculations, potential for transfer of Pine Barrens or other development right, or possibility of packaged plant sewage treatment, options available if a density increase is agreed by the Town;
  - as per 1999 Comprehensive Plan Update recommendations, creating a center that provides tax ratable development, promotes market-rate housing, and encourages adjacent neighborhood enhancements;
  - opportunities for additional open space as an identified public benefit, established as a Planned Development District requirement;
  - more detailed definition of allowable sizes, hours or other controls for associated or accessory uses;
  - creation of new access roads and shared access ways for autos and pedestrians, connecting adjacent sites;
  - sharing of parking for adjacent developments such as retail or office uses and residential uses;
  - abandonment of unneeded rights-of-way such as redundant sections of Old Quogue Road, in order to unite adjacent open space parcels.

The intent of the MUPDD is to facilitate desired residential or other uses not otherwise allowed while building in the opportunity to increase useable open space in the center.



#### 4.2 Next Step Refinement of the Plan: Detailed Parcelization and Design Guidelines/ Beautification

As further next steps, to be commissioned following conceptual approval of this initial plan, it is important that the MUPDD incorporate a detailed design and development approach for the hamlet center.

##### *Detailed Parcelization*

In conjunction with the private sector landowner/ developer participants, a refined development strategy and parcelization plan must be created.

This should be based on a market/ economic analysis and developer feedback regarding potential uses with respect to potential size and modules of development, defined in terms of absorption over time.

Such background information will allow definition of incentives and controls to achieve the desired outcome for the center.

##### *Design Guidelines/ Beautification*

These need to take the form of two categories:

- siting guidelines and building design criteria specific to the Riverside hamlet center, such as would be

used for review of future projects by the proposed Design Review Board; and

- beautification proposals, the basis for public or public-private actions in implementing hamlet green, streetscape and infrastructure improvements, including specific project proposals made possible through the proposed Mixed-Use Planned Development District (MUPDD) .

These guidelines and proposals need to be generic in nature so as to allow for a variety of different uses or development objectives, but at the same time must ensure a design integrity for the hamlet center that emphasizes ‘new urbanist’ approaches of appropriate scale and relationship to adjacent structures, compatible materials, careful attention to landscaping and streetscaping, reinforcement of pedestrian activity, and definition of spaces and streets using building form.

## 5. IMPLEMENTATION TOOLS AND TECHNIQUES

### 5.1 A Public-Private Partnership for Hamlet Center Development

Riverside now finds itself in a unique situation in the history of Southampton. Two public spirited and entrepreneurial landowner/ developer groups have offered to participate with the Town in a project of mutual benefit—creation of a new center for Riverside with services and amenities that will benefit the entire community, and an opportunity for private development that is in keeping with the risks and reward business environment of the private participants.

To take this process forward, a formalization of this now informal agreement needs to be undertaken—a ‘Memorandum of Understanding’ that spells out both the Town’s and the developers’ objectives and responsibilities.

This can be a step by step process as the project proceeds:

- at this stage, it is a conceptual agreement that the concept and process proposed in this initial planning report are an agreed basis for moving forward, coupled with assurances from the Town Board and Planning Commission that current approvals will allow for interim as of right activity (for instance, development of the bank site, negotiations with existing leaseholders, or continued sale of industrial

land) by developers that is consistent with this initial plan.

- In the next stages, it is a progressively more formal agreement based on detailed planning and economic studies that define mutually agreed and detailed use, density and design guidelines, culminating in agreement on detailed zoning/ Mixed Use Planned Development District (MUPDD) revision. The MUPDD process provides the framework for these give and take public- private negotiations on the basis both of the overall development and of individual projects within the district.

This process will lead to the kind of development envisioned by all the participants—public, private, and civic-- in the work to date.

As it did during the preparation of this interim plan, the Riverside/ Flanders/ Northampton community must continue its key role in facilitating, refining and approving ongoing work. Through such participation, residents can ensure, as plans develop into reality, that they satisfy the needs and potential of the community at large. And by supporting the center with their patronage, they can ensure its economic success.

And as have other hamlet center plans, this Riverside plan reinforces and emphasizes the Comprehensive Plan Update’s recommendation to examine the potential for creating a Town Business Development Center as a technical assistance resource to the various hamlets. Moreover, the

Comprehensive Plan Update also recommends the possible future creation of ‘one or several’ Business Improvement Districts’ (B.I.D.s) in the Town.

These districts have been successfully used elsewhere in New York State and the nation as a means for local property owners to self-assess themselves to provide alternative financing, to be used for joint public improvement projects beyond the capability of the local public sector. This funding, which may be as modest or as extensive as members see fit given other potential contributions, will allow proactive local projects to be conceived, designed, and accomplished.

However, strength is in numbers—as a way of putting in place effective capacity to implement ‘Main Street’ improvements, the Riverside Hamlet Center Strategy reinforces the idea of creating a larger non-contiguous BID encompassing a number of hamlets with similar common issues. Such proposals have been made in Hampton Bays and Water Mill and can be pursued in other hamlet centers.

Implementation and day-to-day operations would be provided by staff, working in conjunction with (or as) the Business Development Center. To assist with such parallel efforts at streetscape improvements or economic development support to the business community, a town staff member could divide his time between various centers (acting as a ‘circuit rider’). Such a staff would provide technical services—planning, design review, project or amenity implementation, marketing assistance—for the constituent members.

This will be an especially important task, and an especially valuable service, to an emerging hamlet center such as proposed for Riverside.

In summary, as in other hamlets, a basic strategy for continuing partnership efforts in the hamlet center core will focus on the following tactics:

- Add value to private property through public investment
- Leverage value added for public objectives and civic benefit
- Use civic participation to help facilitate maintenance/approvals

## 5.2 Implementation Framework

The attached chart describes the key actions that need to be taken by public, private or civic participants in order to implement the critical recommendations of this strategy. Tasks are summarized as four broad and sequential stages of work:

- Strategic Planning and Administration
- Land Assembly/ Partnership/ Financing
- Infrastructure Improvements
- Project Implementation

Participants for each task are defined as to category—public, private or civic—and a broad schedule is defined, emphasizing strategic phasing of interrelated actions.

Riverside Hamlet Center Implementation Framework	◆ Major Role ◇ Support	Planning/ Preparation Implementation			
	Participants Pub Priv Civic	Schedule 2008	2009-1012	2013+	
1 Strategic Planning and Administration Adopt Vision Plan Refine Plan/ Guidelines/ Parcelization Define Public- Private Partnership/ Memorandum of Understanding Prepare/Adopt New Guidelines/ Zoning (MUPDD) Detailed Planning & Negotiation- Center Development Involve Developers- Contingent Commitments Structure Infrastructure & Utility Program Detailed Beautification Planning/ Design Refine Funding Approach Individual Parcel Planning/ Marketing	◆ ◇ ◇ ◆ ◆ ◇ ◇ ◆ ◆ ◇ ◇ ◆ ◆ ◆ ◆ ◆ ◇ ◆ ◆ ◇ ◆ ◆ ◆ ◆ ◆ ◇ ◆ ◆ ◆ ◆ ◆ ◆	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>			
2 Land Assembly/ Partnership Hamlet Center Sites- Define Property Framework/ Partners Town Broker Partnership with Other Stakeholders Define Joint Development Program Define Shared Access, Other Stakeholder Agreements Market to Potential Tenants	◇ ◆ ◆ ◇ ◆ ◇ ◇ ◆ ◇ ◆ ◆ ◆ ◆	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>			
3 Infrastructure Improvements Create New Roadways through Development Sites Route 24 Traffic Improvements Define Utility Agreements and Strategy Implement Utility Improvements Landscaping/ Pedestrian Ways	◆ ◇ ◆ ◆ ◆ ◆ ◆ ◆ ◇ ◆ ◆ ◇	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>			
4 Project Development Market Industrial Development Phase One Bank, Other Hamlet Center Green/ Surrounding Retail/ Residential Potential College/ Institutional Development Other Commercial/ Residential Sites	◆ ◆ ◇ ◆ ◆ ◆ ◇ ◆ ◇ ◆ ◇ ◆	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>			

## Implementation Framework

## 6. NEXT STEPS AND CONCLUSION

### 6.1 Early Action Steps

Based on the report's discussion of projects and implementation potential, following is an outline summary of immediate next steps.

#### 1) *Organization*

- Establish Public- Private Partnership
- Work with Town Board to establish town-wide Business Improvement District and Business Development Center

#### 2) *Planning and Zoning*

- Adopt Riverside Hamlet Center Strategy as part of Town Comprehensive Plan
- Refine MUPDD framework, design guidelines, economic studies, parcelization
- Adopt zoning refinements as framework and criteria for public sector review procedures, pursuant to recommendations of the 1999 Comprehensive Plan Update

#### 3) *Implement MUPDD*

- Investigate funding and implementation tools for open space preservation
- Negotiate with landowners, civic groups on basis of win-win approach:

- Potential for new hamlet center for-profit uses;
- Resolve radio tower location
- Create new infrastructure/ beautification
  - New roadways, adjacent parking
  - New traffic lights
  - Pedestrian walkways and landscaping
- 4) *Implementation/ Financing Alternatives*
- Define other public, private and civic sources and uses of funds
  - Developer contributions (TDR, other) in return for benefits
  - Grants/ program funds available: open space/ transfer of development rights
  - Town/ County bonding, capital budget potential
  - Civic in-kind services
  - Private support



## 6.2 Conclusion: Seize the Day

Creating a new hamlet center from the ground up is a unique challenge. To meet this challenge will take a coordinated response from the Town, private landowner/ developers, civic organizations, and the Riverside/ Flanders/ Northampton community.

The Town must ensure that linkages to the larger community are put in place, so that convenient access is a clear priority. The Town can also facilitate the mixed-use nature of the development, making it possible for residential units to add a 24/7 flavor to the center. It can also provide infrastructure and public facilities to make the center work, from roadway development to sewer/ septic utility solutions to community facilities.

The requirements of the private landowner/ developers, who have made such an unprecedented offer to make their land available, must be kept uppermost in mind. They have large investments outstanding, at considerable risk, and it is important to maintain their comfort level and confidence that once approved, the project will proceed on an organized and efficient basis.

Civic organizations and institutions range from the Committee for the South Fork environmental group, to various community groups, the Lincoln School, and the potential participation of Five Towns College. They

represent important constituencies and sources of assistance, as well as exciting program elements

The community will be the ultimate beneficiaries of the new center, and it is critical that they continue their productive and constructive participation in the planning and design process. The types of uses that can locate in the center will be to a large degree dictated by economic/ market factors, but the success of the shops and services in the center will be largely due to the support they receive from the community.

Riverside and its associated hamlets have the opportunity to create a long-needed focus for their community. Everyone involved needs to seize the day to take advantage of this unique potential.

